

# ORDER

**KSNV**

**Orders**

**Order / Rev:** 107632

**Alt Order #:** 06862161

**Product Desc:** NRSC/HELLER

**Estimate:**

**Flight Dates:** 10/10/12 - 10/20/12

**Original Date / Rev:** 10/09/12 / 12/04/12

**Order Type:** GENERAL

**Primary AE:** Amy McCreary

**Sales Office:** BLPHI

**Sales Region:** National

**Agency**

**Name:** Strategic Media Services, Inc.

**Buying Contact:**

**Billing Contact:**

3299 K St. NW

Washington, DC 20007

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** NRSC/ Heller for Senate

**Demographic:** A35+

**Product Codes:** PLC01

**Priority:** SELECT PRIORITY CODE

**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**

**Order Separation:** 00:05:00

**Advertiser External ID:**

**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/20/12	48	\$36,300.00	\$30,855.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	48	\$36,300.00	\$30,855.00	0.00
<b>Totals</b>	<b>48</b>	<b>\$36,300.00</b>	<b>\$30,855.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	26%	\$36,300.00
Market	100%	\$139,615.38

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$41,884.62
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$27,923.08
KTUD	1%	\$1,396.15
KVVU	18%	\$25,130.77
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$6,980.77

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/11/12	10/12/12	M-F 6-7a WakeUp w/WagM	6-7a		---TF--	:30	2	\$450.002		0.00	NM	2	\$900.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---TF--					2	\$450.00		0.00			

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Advertiser: NRSC/ Heller for Senate  
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/11/12	10/12/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	---TF--	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$450.00		0.00						
E 2	KSNV	10/15/12	10/16/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$450.00		0.00						
E 3	KSNV	10/15/12	10/16/12	Today Show Today Show	CM	658a-9am	MT-----	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$600.00		0.00						
E 4	KSNV	10/11/12	10/12/12	Today Show Today Show	CM	658a-9am	---TF--	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$600.00		0.00						
E 5	KSNV	10/12/12	10/12/12	Noon News Noon News	CM	12-1230pm	----F--	:30	1	\$275.00	2	0.00	NM	1	\$275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$275.00		0.00						
E 6	KSNV	10/15/12	10/15/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$275.00	2	0.00	NM	1	\$275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$275.00		0.00						
E 7	KSNV	10/16/12	10/16/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-T-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$225.00		0.00						
E 8	KSNV	10/11/12	10/11/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	---T---	:30	1	\$225.00	2	0.00	NM	1	\$225.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$225.00		0.00						
E 9	KSNV	10/11/12	10/11/12	The Doctors The Doctors	CM	2pm-3pm	---T---	:30	1	\$225.00	2	0.00	NM	1	\$225.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$225.00		0.00						
E 10	KSNV	10/15/12	10/16/12	The Doctors The Doctors	CM	2pm-3pm	MT-----	:30	2	\$225.00	2	0.00	NM	2	\$450.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$225.00		0.00						
E 12	KSNV	10/11/12	10/11/12	Dr. Phil Dr Phil	CM	3-4p	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$300.00		0.00						
E 13	KSNV	10/12/12	10/12/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	----F--	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	2		\$450.00		0.00						
E 14	KSNV	10/15/12	10/15/12		CM	4-5pm	M-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)															
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 2 \$450.00 0.00															
E 15	KSNV	10/15/12	10/15/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$450.00 0.00															
E 16	KSNV	10/12/12	10/12/12	M-F Early News M-F Early News	CM	5-630p	----F--	:30	1	\$900.00	2	0.00	NM	1	\$900.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ----F-- 1 \$900.00 0.00															
E 17	KSNV	10/15/12	10/16/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	2	\$900.00	2	0.00	NM	2	\$1,800.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 MT----- 2 \$900.00 0.00															
E 18	KSNV	10/16/12	10/16/12	Jeopardy in PRIME Jeopardy in Prime	CM	M-SA 8-11p /	SUN-T-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
JEP <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -T----- 1 \$750.00 0.00															
E 19	KSNV	10/11/12	10/11/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	---T---	:30	1	\$750.00	2	0.00	NM	0	\$0.00
JEP <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ---T--- 1 \$750.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KSNV 10/08/12-10/14/12 M-F Jeopardy 630-7pm ---Th----- :30 (\$750.00) 0.00 NM Credited [CREDIT-REFUND]															
E 20	KSNV	10/10/12	10/10/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--W----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 --W---- 1 \$750.00 0.00															
E 21	KSNV	10/16/12	10/16/12	Wheel of Fortune in PRIME Wheel in Prime	CM	M-SA 8-11p /	SUN-T-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -T----- 1 \$750.00 0.00															
E 23	KSNV	10/10/12	10/10/12	Ralston Reports FacetoFace/Ralston Report	CM	730-758pm	--W----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FACE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 --W---- 1 \$450.00 0.00															
E 24	KSNV	10/11/12	10/11/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$775.00	2	0.00	NM	1	\$775.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ---T--- 1 \$775.00 0.00															
E 25	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$775.00	2	0.00	NM	1	\$775.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$775.00 0.00															
E 26	KSNV	10/16/12	10/16/12	Tues PR 8-9p Tuesday Prime 8-9pm	CM	8-9pm	-T-----	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 39	KSNV	10/14/12	10/14/12	Chris Matthews 9:30AM CM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$375.00	2	0.00	NM	1	\$375.00
<div>CM</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> <div>                     Week: 10/08/12   10/14/12   -----S   1   \$375.00   0.00                 </div>															
E 40	KSNV	10/14/12	10/14/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00
<div>NFL</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> <div>                     Week: 10/08/12   10/14/12   -----S   1   \$8,000.00   0.00                 </div>															
E 41	KSNV	10/14/12	10/14/12	Sports Night in Las Vegas CM Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
<div>SPORT NIGHT</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> <div>                     Week: 10/08/12   10/14/12   -----S   1   \$200.00   0.00                 </div>															
N 42	KSNV	10/16/12	10/16/12	NEWS 3 at 4 (1 HOUR) CM 4PM NEWS (1 hour)	CM	4-5pm	-T-----	:30	1	\$725.00	1	0.00	NM	1	\$725.00
<div></div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> <div>                     Week: 10/15/12   10/21/12   -T-----   1   \$725.00   0.00                 </div>															
N 43	KSNV	10/20/12	10/20/12	Weekend Jeopardy/Wheel CM WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
<div></div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> <div>                     Week: 10/15/12   10/21/12   -----S-   1   \$525.00   0.00                 </div>															
													Totals	48	\$36,300.00